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(54) Title: TRANSPARENT SEARCH ENGINE

(57) Abstract: A system is disclosed that generates search results using a transparent search engine. The system enables the sorting and filtering of search listings based upon one or more metrics or categories of information, listed on the search results page as part of a multi-dimensional sort list. The system may also determine relevancy of a document based upon a weighting of the listing metrics corresponding to a given search listing. The system further includes functionality for displaying conversion rates and ancillary information along with the search results. The system also provides the ability to charge for paid advertisements or listings only when an actual transaction takes place, and to display transaction-related data as part of a listing metric associated with a given search listing. By revealing all or some of the underlying data associated with the listings that appears in the search results, the system provides a transparent search engine that advantageously provides focused search results, enhanced sorting and filtering capability and novel arrangements for payment of listings returned by the search engine.

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TRANSPARENT SEARCH ENGINE

FIELD OF THE INVENTION

The present invention relates generally to a searching application, and more specifically to a searching application capable of providing additional information about websites identified in a search.

BACKGROUND OF THE INVENTION

There are many search engines capable of searching computer networks for documents of interest, and generating listings of search results based on the documents identified in the search. Search engines often generate search results that include hyperlinks to underlying documents, thereby allowing a person browsing the search results to connect to and view a document of interest directly from the search results. Search results also typically include text that is descriptive of the underlying documents identified in the search. Such descriptive text, which is displayed as a result of a query, is usually created either by the search engine in an automated process, or by an individual in a specifically-tailored process. The organization of displayed search results for can be based on a wide variety of factors but is generally based upon their 'relevance' to the query submitted to the search engine. Determination of relevance can be achieved in various ways such as a rank assigned by the search engine (or its editors) or based on a payment made by a sponsor of a particular listing.

In particular, listing sponsors often pay search engine administrators fees in exchange for a listing, or for a more prominent listing, in search results. Listings that result from such a transaction between the search engine and sponsors are often referred to as "paid listings". The payment arrangement is typically a charge to the listing sponsor when a person viewing the search result clicks-through from the search results listing to the sponsor's website. The amount of such charges can vary depending on a wide variety of factors including, but not limited to, the parties' perceptions of the monetary value of the search result listing and the anticipated traffic, and the quality of those visitors, generated by the search result listing. The arrangements between the sponsor and the search engine can be based on direct negotiations or through other market mechanisms such as sponsors bidding for the position in search results.

SUMMARY OF THE INVENTION

According to an exemplary embodiment of the present invention, a system and method is provided for generating search results using a transparent search engine. The system enables the sorting and filtering of search listings based upon one or more metrics or categories of information, listed on the search results page as part of a multi-dimensional sort list. The system may also determine relevancy of a document based upon a weighting of the

1 listing metrics corresponding to the listing. The system further includes functionality for
displaying conversion rates and ancillary information along with the search results. The
system also provides the ability to charge for paid advertisements or listings only when an
actual transaction takes place. By revealing all or some of the underlying data associated
5 with the listings that appears in the search results, the system provides a transparent search
engine that advantageously provides focused search results, enhanced sorting and filtering
capability and novel arrangements for payment of listings returned by the search engine.

BRIEF DESCRIPTION OF THE DRAWINGS

10 Exemplary embodiments of the multi-dimensional sort list disclosed herein are
illustrated in the accompanying drawings, which are for illustrative purposes only. The
drawings comprise the following figures, in which like numerals indicate like parts.

FIGURE 1 is a schematic illustration of a user interface for an exemplary embodiment
of a multi-dimensional sort list.

15 FIGURE 2 is a schematic illustration of the user interface of FIGURE 1, wherein the
displayed search listing has been sorted, or filtered, according to "Conversion rate for sale."

FIGURE 3 is a system diagram illustrating the components of an exemplary system
configured to generate a multi-dimensional sort list.

20 FIGURE 4 is a flowchart illustrating the operation of an exemplary search process
using the multi-dimensional sort list disclosed herein.

DETAILED DESCRIPTION OF THE INVENTION

A preferred embodiment of the present invention operates on the Internet, and more
specifically, on the World Wide Web. The World Wide Web is based on, among other
25 protocols, the Hypertext Transfer Protocol (HTTP), which uses a general connection-oriented
protocol such as the Transmission Control Protocol / Internet Protocol (TCP/IP). However,
the present invention is not limited to HTTP, nor to its use of TCP/IP or any other particular
network architecture, software or hardware which may be described herein. The principles of
the invention apply to other communications protocols, network architectures, hardware and
30 software which may come to compete with or even supplant the state of the art at the time of
the invention.

Throughout the following description, the term "website" is used to refer to a
collection of content. Website content is often transmitted to users via one or more servers
that implements the basic World Wide Web standards for the coding and transmission of
35 HTML documents. It will be understood to one skilled in the art that the term "website" is not
intended to imply a single geographic or physical location but also includes multiple
geographically distributed servers that are interconnected via one or more communications
systems.

1 Furthermore, while the following description relates to an embodiment utilizing the Internet and related protocols, other networks or hypermedia databases, such as networked interactive televisions, and other protocols can be used as well. For example, for use with cell phones, personal digital assistants (PDAs), and the like, HDML (Handheld Device Markup Language), WAP (Wireless Application Protocol), WML (wireless markup language), or the like can be used.

5 Additionally, unless otherwise indicated, the functions described herein are performed by programs including executable code or instructions running on one or more general-purpose computers. The computers can include one or more central processing units for
10 executing program code, volatile memory, such as random access memory (RAM) for temporarily storing data and data structures during program execution, non-volatile memory, such as a hard disc drive or optical drive, for storing programs and data, including databases, and a network interface for accessing an intranet and/or the Internet. However, the functions described herein can also be implemented using special purpose computers, state machines,
15 and/or hardwired electronic circuits. The example processes described herein do not necessarily have to be performed in the described sequence, and not all states have to be reached or performed.

Further, while the following description may refer to "clicking on" a link or button, or pressing a key to provide a command or make a selection, the commands or selections can
20 also be made using other input techniques, such as using voice input, pen input, mousing or hovering over an input area, and/or the like. In addition, the terms "article", "item" and "product" can be used interchangeably. As used herein, the term "click-through" is defined broadly, and refers, in addition to its ordinary meaning, to clicking on a hyperlink included within search result listings to view an underlying website.

25 As used herein, the term "document" is defined broadly, and includes, in addition to its ordinary meaning, and type of content, data or information, including without limitation, the content, data and information contained in computer files and websites. Content stored by servers and/or transmitted via the communications networks and systems described herein may be stored as a single document, a collection of documents, or even a portion of a
30 document. Moreover, the term "document" is not limited to computer files containing text, but also includes computer files containing graphics, audio, video, and other multimedia data. Documents and/or portions of documents may be stored on one ore more servers.

As used herein, the term "listing" is defined broadly, and includes, in addition to its ordinary meaning, a unique type of record displayed on a search results page where a sponsor
35 or other party has provided specific information to be displayed as a result to a query of a search engine. Typically, an advertiser has sponsored, or paid, to have specific information and images displayed in an advertisement form. However, listings can also be generated in an automated fashion. Thus, listings are often classified as "paid" or "unpaid." Listings

1 resulting from a search and can be either in the form of a static text whereby the sponsor
provides the information that it desires to be displayed, or dynamic whereby it is tailored by
providing information that is updated for an individual search. Additional information
regarding dynamic listings is provided in U.S. Patent Application [Attorney Docket
5 IDEALAB.049NP], filed on even date herewith.

As used herein, the term "listing sponsor" is defined broadly, and includes, in addition
to its ordinary meaning, a person or organization sponsoring a document appearing in a
search result listing generated by a search engine. Some documents may appear in a search
result without a listing sponsor.

10 As used herein, the term "algorithmic results" is defined broadly, and includes, in
addition to its ordinary meaning, search results based on an index of webpages where a
computerized algorithm searches through the index and compiles search results based on
relevancy to the query. The index is typically developed through computerized agents that
access the World Wide Web through a process known in the art crawling and spidering.

15 As described in greater detail below, an example search apparatus provides a
technique for facilitating a making environment directed towards displaying of search results.
Listing display positions are in part established based on relevance as determined by supply
and demand market forces. Sponsors may bid for display placement of their listings based on
multiple alternatives including, but not limited to, the following arrangements; cost per
20 thousand impressions ("CPM") cost per click through ("CPC") and cost per action such as a
fee per completed transaction, percentage of the completed transaction, fee per download of a
document or file, fee per lead for off-line business transaction, fee per new subscriber to a
service or publication ("CPA"). The example apparatus also provides a technique for
executing such search queries and displaying the results. An exemplary apparatus can
25 determine the display placement, or relevance, of listings based on multiple attributes
including the expected value to be paid by the sponsor through a system which scores bids
based on a series of factors, and weighting of those factors, including the bid by the sponsor
and previous performance of the listing. In a typical search, the results will include sponsored
listings as well as algorithmic search results provided by conventional search engines such as
30 Looksmart.com or AskJeeves.com. The apparatus may display other relevant 'listing metrics'
such as the basis of the fee arrangement with the apparatus operator (CPM, CPC, CPA), the
click through rate, the conversion rate for sales, the page views, and the like for the listing.

Advertisers can create listings and submit them to the search apparatus using several
techniques. For example, in one embodiment the advertiser can submit the URL of the site
35 they plan to advertise and the apparatus will visit that URL and develop a list of suggested
search terms that the advertiser may want to consider for a sponsored listing. In another
embodiment, the advertiser enters a keyword/search term and the apparatus will suggest
related terms that the advertiser may consider. In still another embodiment, an advertiser may

1 submit the URL of an unrelated document sponsor and the apparatus will provide all search terms for which the other sponsor has listings appearing. In any of the preceding examples, the advertiser can select the search terms that the apparatus will be associating the listing with and establishes other parameters such as duration of the listing and the basis of bids.

5 Access to the search engine apparatus can be either direct, such as by a user accessing the engine through a URL on the Internet, or through a distributed fashion. In one embodiment of the distributed fashion, an Internet publisher allows users of their site to submit a search query which is passed to the apparatus for processing; the search results are then returned and displayed by the Internet publisher. In another embodiment of the distributed fashion, the Internet publisher may display results from the apparatus each time a user accesses a page on the publisher's site based upon predetermined search queries which may be selected by the publisher, the operator of the search apparatus or through computerized selection of relevant search queries based on the content of the publisher's site.

10 In an exemplary embodiment, when a user accesses the search engine apparatus directly and executes a query, the user can sort, or filter, the listings based on one or more of the listing metrics to thereby order the search results so that those items that have certain characteristics or are more relevant to the user are listed higher up or first. For example, the user can sort, or filter, the search results so that those that have the highest number of page views are displayed first. Similarly, the user can sort the search results so that those that have the highest conversion rate are displayed first. Further, the user can sort, or filter, the search results so that those items that have certain characteristics or are less relevant to the user are listed lower down or last. For example, the user can sort, or filter, the search results so that those that have the highest sponsor price are displayed last. Thus, in contrast to conventional systems, which often fail to list the items most relevant to the user first because of placement sponsorships, one embodiment of the system disclosed herein enables the user to specify the ordering of the search results to thereby list the more relevant items higher up or first.

15 Thus, for example, the multi-dimensional sort list disclosed herein assists listing sponsors and search engine administrators in evaluating the numerous payment arrangements that exist between these two parties. The system can also be used by end-users reviewing search results generated by a search engine (referred to generally herein as "users"). FIGURE 1 is a schematic illustration of a user interface for an exemplary embodiment of a multi-dimensional sort list 10. The multi-dimensional sort list 10 includes a plurality of search listings 12 that correspond to documents identified in a search of a computer network. The multi-dimensional sort list illustrated in FIGURE 1 can be generated using the exemplary system that is schematically illustrated in FIGURE 3.

20 Referring to FIGURES 1 and 3, the multi-dimensional sort list user interface 32 can be provided to the user 30 via a web page generated using HTML, JavaScript, XML, and the like, received from a website associated with the search engine 36. In other embodiments,

1 other user interfaces capable of receiving information from the user 30 can be used, such as
text-based user interfaces or audio-and voice-based user interfaces. In an exemplary
embodiment, the search query is a text-based string of words or phrases that describe the
subject matter to be searched.

5 For example, in one embodiment, the identified documents correspond to website
documents, such as web pages, available on the Internet 34. In other embodiments, the
documents are available on a communications network other than the Internet 34. The search
listings 12 can include only static content (such as search listing 14), or can also include
dynamically generated content (such as search listings 16). The search listings 12 optionally
10 include an operational button configured to allow the user to quickly interface with the
website corresponding to the search listing (such as search listing 18), such as by initiating a
download or completing a transaction. Further information relating to search listings with
dynamically generated content and/or with operational buttons is provided in U.S. Patent
Application [Attorney Docket IDEALAB.049NP], filed on even date herewith.

15 Still referring to FIGURES 1 and 3, the multi-dimensional sort list optionally includes
additional information, also referred to as ancillary information, about the search listings 12.
The search engine administrator can independently compile such additional information by
monitoring the activities of search engine users. For example, as illustrated in FIGURE 3,
ancillary information relating to a particular search listing 12 can be stored in an advertiser
20 account management database or in an advertisement database. Additionally and optionally,
the listing sponsor 38 can provide ancillary information to the search engine administrator,
such as sales data, that can be used in the compilation of the additional information that is
described in greater detail herein.

For example, in the exemplary embodiment illustrated in FIGURE 1, a "Sponsor's
25 Price" column 20 is included in the multi-dimensional sort list 10. In such embodiments, the
column 20 indicates how much the listing sponsor 38 is paying the search engine
administrator, if anything, to have the document listed with the search results generated by
the search engine 36. In such embodiments, the column 20 includes information with respect
to both price and measurement technique, although in other embodiments the column 20 can
30 include one of price or measurement technique.

For example, a listing sponsor 38 can pay the search engine administrator based on a
"fee-per-click-through" arrangement. In such an arrangement, the listing sponsor 38 is
charged a fee each time a user 30 clicks-through from the search result listings to the
underlying website. In another payment arrangement, the sponsor of a website that sells
35 goods and/or services pays a commission to the search engine administrator based on sales to
customers who are referred to the website from the search listings. In still other embodiments,
the sponsor of a particular search listing 18 that includes an operational button pays the
search engine administrator a fee each time a user 30 uses the operational button. A listing

1 sponsor 38 can also pay the search engine administrator a fee to include the search listing in the search results for a predetermined time period, such as a day, a week, a month, or a year. Other payment arrangements can be used in other embodiments, including hybrid payment arrangements that use more than one of the exemplary arrangements described herein.

5 The "Sponsor's Price" column 20 provides particularly relevant information to listing sponsors 38 in embodiments wherein the search engine administrator allows listing sponsors 38 to bid for placement in the search listing results. One such system is disclosed in U.S. Patent 6,269,361, entitled "System And Method For Influencing A Position On A Search Result List Generated By A Computer Network Search Engine." In particular, in such "bid-based" systems, listing sponsors 38 can use the information provided in the "Sponsor's Price" column 20 to determine what bid, if any, would be required to obtain a particular placement amongst the other search listings 12.

15 Still referring to FIGURES 1 and 3, the multi-dimensional sort list 10 optionally includes a "Click-Through Rate" column 22. In such embodiments, the column 22 indicates how often users 30 click-through to the website corresponding to a particular search listing, expressed as a percentage of the total number of times the search listing is presented to users 30. This provides search engine administrators and listing sponsors 38 with a measure of the magnitude of traffic a particular search listing is generating.

20 The multi-dimensional sort list 10 optionally includes a "Conversion Rate for Sale" column 24. In such embodiments the column 24 indicates how often users 30 who click-through to the website corresponding to a particular search listing purchase something at that website. This provides search engine administrators and listing sponsors 38 with a measure of the quality of traffic a particular search listing is generating. For example, a search listing with a relatively high conversion rate for sale indicates that the search listing is providing the underlying website with a stream of consumers that have an increased interest in products sold at that website. Conversely, a search listing with a relatively low conversion rate for sale indicates that the search listing is providing the underlying website with a stream of consumers that have a reduced interest in products sold at that website. This information can be used by the search engine administrators and/or the listing sponsors 38 to increase the efficacy of the search listings. This can be accomplished, for example, by changing the information provided in the search listing, or by changing the search terms associated with the search listing.

35 Still referring to FIGURE 1, the multi-dimensional sort list 10 optionally includes a "Page Views per Day" column 26. In one such embodiment, the column 26 indicates how many users 30 have submitted searches whereby the listing was included in the search results. In another embodiment, the column 26 indicates how often a particular search result was actually displayed to the user. Although the exemplary user interface illustrated in FIGURE 1 provides information on the number of page views per day, in other embodiments, other time

1 intervals can be used, such as per hour, per week, per month, per year, or since the inception
of the search listing. Similar to the click-through rate column 20, this provides search engine
administrators and listing sponsors 38 with a measure of the magnitude of traffic a particular
search listing is generating, as well as providing users an indication as to what search results
5 are perceived as more relevant.

The search listings 12 can optionally be sorted, or filtered, according to a variety of
different criteria. For example, in the exemplary embodiment illustrated in FIGURE 1, the
search listings can be sorted, or filtered, according to the values provided in any one of the
columns 20, 22, 24 and 26. Thus, if the search listing with the highest conversion rate for sale
10 is to be determined, the search listings 12 can be sorted, or filtered, according to column 24.
For example, FIGURE 2 illustrates the multi-dimensional sort list of FIGURE 1 after being
sorted, or filtered, according such that search listings with the highest conversion rate for sale
are listed first. The search listings can also be sorted based on other factors, such as relevancy
to the user's search terms, or alphabetically based on the search listing sponsor's name. In
15 one embodiment, the column headings 28 comprise hyperlinks to a listing of search results
sorted according to that heading; in such embodiments, the user clicks on a column heading
to sort the search results according to the values on that column. In other embodiments, the
user 30 can provide the search engine 36 with a sort order command using other techniques.

The search listings 12 can also be sorted, or filtered, based on the values on more than
20 one of the columns 20, 22, 24 and 26. For example, the multi-dimensional sort list 10 can be
configured to assign each search listing 12 a "relevancy score" based on specified parameters.
This configuration allows different "weights" to be assigned to the various columns, wherein
the relevancy score is a weighted average of the values in each column. Optionally, the
relevancy score itself can be presented in a separate column in the multi-dimensional sort list
25 10.

The multi-dimensional sort list 10 optionally includes other meta data on the search
results including: 1) date of the last update of the document at the URL of the search result,
2) top level domain of the search result (.com, .net, .edu) 3) country of the domain (.ca, .uk,
.tw) 4) number of visitors to the URL, subdomain, domain after performing the same, or
30 similar, search 5) link strength of the document located at the URL 6) file type at the URL of
the search result (.html, .pdf, .mpeg etc.). Any of these maybe presented to the user in
columns similar to Figure 1 and may be sortable or filterable based on actions of the User.
Further the Search Engine may utilize this meta data in its initial assessment of relevance of a
document / listing to determine the relevance to a given search term.

35 The various sorting options listed herein are not limited to the parameters shown in
FIGURE 1. In particular, in other embodiments, the multi-dimensional sort list can include
other columns providing other types of data on the search listings. Such configurations
generally provide search engine administrators, listing sponsors 38, and/or users 30 with

1 additional information regarding the search results that is not provided by conventional listings. In other embodiments, data can be provided with respect to web traffic patterns over the course of a day (such as, for example, busy in the evenings and idle during midday), or average purchase amount for users who purchase something from the search listing sponsor.
 5 Furthermore, the various sorting options disclosed herein can be saved, thereby allowing future searches to be sorted, or filtered, according to the same parameters.

In a modified embodiment, the user interface also provides information on searches that are related to the user's search query. Such information includes, for example, an estimated cost to a listing sponsor for purchasing a listing corresponding to related searches,
 10 and click-through rates corresponding to related searches. Other information can be included in other embodiments. This information can be provided in a tabular format, either simultaneous with the multi-dimensional sort list (for example, in a separate frame on the same screen), or on a separate screen that is linked from the multi-dimensional sort list.

For example, TABLE A below illustrates an exemplary related search information
 15 table provided to a user who has submitted a search query comprising the text string "laptop computer". In particular, TABLE A provides several search queries that are related to "laptop computer" (for example, "notebook computer"); this advantageously allows listing sponsors to consider other search queries for which they may consider purchasing listings. The related search queries may be generated in any suitable manner. In one example, the system presents
 20 search queries entered into the search engine by other users of the engine that include one or more keywords contained in the search query in question. This also advantageously allows users to consider other search queries that may provide additional information related to the original search. In addition to the related search queries, TABLE A also provides an estimated cost to a listing sponsor (for example, on a CPC basis) for purchasing a listing
 25 corresponding to the listed search terms. Historical user click-through rates for the related searches are also optionally provided. Still other relevant information can be provided in other embodiments.

TABLE A

Related Searches	Estimated Cost	Click-Through Rate
laptop computer sale	72¢	3.23%
used laptop computer	65¢	3.18%
dell laptop computer	61¢	3.06%
cheap laptop computer	56¢	2.98%
35 refurbished laptop computer	52¢	2.97%
battery laptop computer	47¢	2.94%
free laptop computer	45¢	4.80%

1 FIGURE 4 illustrates an example search process. At state 402, a user submits a search query using a terminal, such as a computer terminal. For example, the search query can be provided via a web browser to a search engine over a network. The search engine can be accessed on a corresponding web site. The web site can include a web server application that
5 accesses databases used to generate web pages in response to queries from end users. By way of example, the search engine may search server-based databases of the text of web pages selected from selected web pages. By way of example, the databases can be generated using a spider or the like that "crawls" the Internet searching for web pages, which are then stored in the databases and that follow the links in those web pages to other web pages, which are then
10 stored in the databases. Because the databases, or portions thereof, may have been generated before a user submits a search query, these databases may not be fully current. When the search engine performs a web search in response to a user query, the search engine returns excerpts from relevant web pages as stored in a corresponding database, and also returns links to the current version of the web pages, if such exists.

15 Once a web page is stored, the web page is then indexed and the index is stored on a search engine server. At state 404, in response to the user query, the search engine searches the index based on the query or search terms, optionally including any Boolean terms. The search engine locates matches. Additionally and optionally, at state 406, the search engine can retrieve ancillary information related to the located items if the search results include
20 listings that include dynamic data. For example, information on the sponsor price, click through rates, conversation rates, and page views can be retrieved from corresponding databases.

25 The Search Engine operator may provide Users access to the algorithm that determines the ranking order of search results to allow the User to modify and filter coefficients to tailor or customize the search results to their needs. For instance, if a user desires to weight documents from educational institutions higher the user may change the weight on domains and filter for only .edu. Such tailored algorithm coefficients may be saved as a preference.

30 At state 408, the search engine retrieves a user search order preference. By way of example, the preference can be stored in a user account record, or stored on the user terminal in a cookie or the like. The preference can specify a sort ordering and/or the weightings discussed above. At state 410, excerpts of the corresponding web pages, corresponding web page links, and the ancillary information are transmitted to the user terminal for display, ordered at least partly in response to the retrieved user preference.

35 At state 412, the user provides a sort command which is transmitted by the user browser over the network to the search engine. At state 414, the search engine reorders the search results in accordance with the sort command. At state 416, the reordered search results are transmitted back to the user terminal for display.

1 While the foregoing detailed description discloses several embodiments of the present
invention, it should be understood that this disclosure is illustrative only and is not limiting of
the present invention. It should be appreciated that the specific configurations and operations
disclosed can differ from those described above, and that the methods described herein can be
5 used in contexts other than use of multi-dimensional sort lists.

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1 WHAT IS CLAIMED IS:

1. A method for presenting search listings, the method comprising:
submitting a search query for searching data on a computer network;
obtaining search listings corresponding to documents identified by the search;
5 obtaining listing metrics associated with the search listings;
generating a multidimensional sort list including a plurality of the search
listings and a plurality of listing metrics;
determining the manner in which the search listings are listed within the
multidimensional sort list based upon values corresponding to one or more of the listing
10 metrics; and
presenting at least two of the search listings and their associated listing metrics
as part of the multidimensional sort list.

2. The method of claim 1, further comprising the steps of:
15 determining relevancy of a search listing based upon weighted average of a
plurality of listing metrics;
establishing the position of display of search listings at least in part based
upon the relevancy of the search listing as determined based upon a weighted average of
values corresponding to at least two of the listing metrics.

20 3. The method of claim 1, wherein the presenting step includes presenting a
listing metric that includes a price, if any, that a sponsor is paying for the search listing to
appear in the search results.

25 4. The method of claim 1, wherein the presenting step includes presenting a
listing metric that includes a measurement by which the sponsor is paying for the search
listing to appear in the search results.

30 5. The method of claim 1, wherein the presenting step includes presenting a
listing metric corresponding to how often users click-through to a website corresponding to a
particular search listing.

35 6. The method of claim 5, further comprising expressing the listing metric
corresponding to how often users click-through to a website corresponding to a particular
search listing as a percentage of total number of times the search listing is presented to users.

1 7. The method of claim 1, wherein the presenting step includes presenting a
listing metric corresponding to how often users who click-through to a website corresponding
to a particular search listing purchase something at that website.

5 8. The method of claim 1, wherein the presenting step includes presenting a
listing metric indicating how many users submitted a search query that resulted in the search
listing.

10 9. The method of claim 1, wherein the presenting step includes presenting a
listing metric indicating how often a particular search result was actually displayed to the
user.

15 10. The method of claim 1, further comprising assigning a relevancy score to the
search listings based on specified parameters.

11. The method of claim 10, further comprising assigning weighted relevancy
scores to the search listings based upon the specified parameters and one or more of the
listing metrics corresponding to the particular listing.

20 12. The method of claim 11, wherein the presenting step further comprises
presenting the relevancy score for individual search listings as part of the multi-dimensional
sort list.

25 13. The method of claim 1, wherein the presenting step further comprises listing
as part of the multi-dimensional sort list one or more of the following: 1) date of the last
update of the document at the URL of the search result, 2) top level domain of the search
result (.com, .net, .edu) 3) country of the domain (.ca, .uk, .tw) 4) number of visitors to the
URL, subdomain, or domain after performing a same, or similar, search 5) link strength of
the document located at the URL; and 6) file type at the URL of the search result (.html, .pdf,
30 .mpeg etc.).

14. The method of claim 1, further comprising the step of bidding for display
placement based on one fee per completed transaction.

35 15. The method of claim 1, further comprising the step of retrieving user search
order preference, wherein the presenting step includes presenting the search listings
according to the user search order preference.

1 16. The method of claim 1, further comprising the step presenting additional
search queries related to the submitted search query.

5 17. A system for displaying search results obtained in response to a user-defined
search query, wherein the system generates a display that comprises a multi-dimensional sort
list, the sort list including rows and columns arranged in a tabular format, wherein the rows
include individual search listings and the columns include individual listing metrics
corresponding to the search listings, and wherein the system presents the individual search
listings and corresponding listing metrics and enables the user to sort and/or filter the search
10 listings based on one or more of the listing metrics.

 18. The system of claim 17 wherein the search listings include paid listings and
the listing metrics include one or more of sponsor's price, click-through rate, conversion rate
for sale and page views per day.

15 19. A method of presenting search listings, the method comprising:
submitting a search query via a search engine;
compiling a listing of relevant documents based on the submitted search
query;
20 retrieving ancillary information relating to at least one of the relevant
documents;
generating a sort list including the relevant documents and listing metrics
associated with the documents, wherein the listing metrics include user-sortable information
regarding transaction data associated with the appearance of the document on the sort list in
25 response to the search query;
retrieving user search order preference;
presenting the documents and listing metrics associated with the documents in
accordance with the user search order preference.

30 20. The method of claim 19, further comprising the step of filtering the relevant
documents according to predetermined rules.

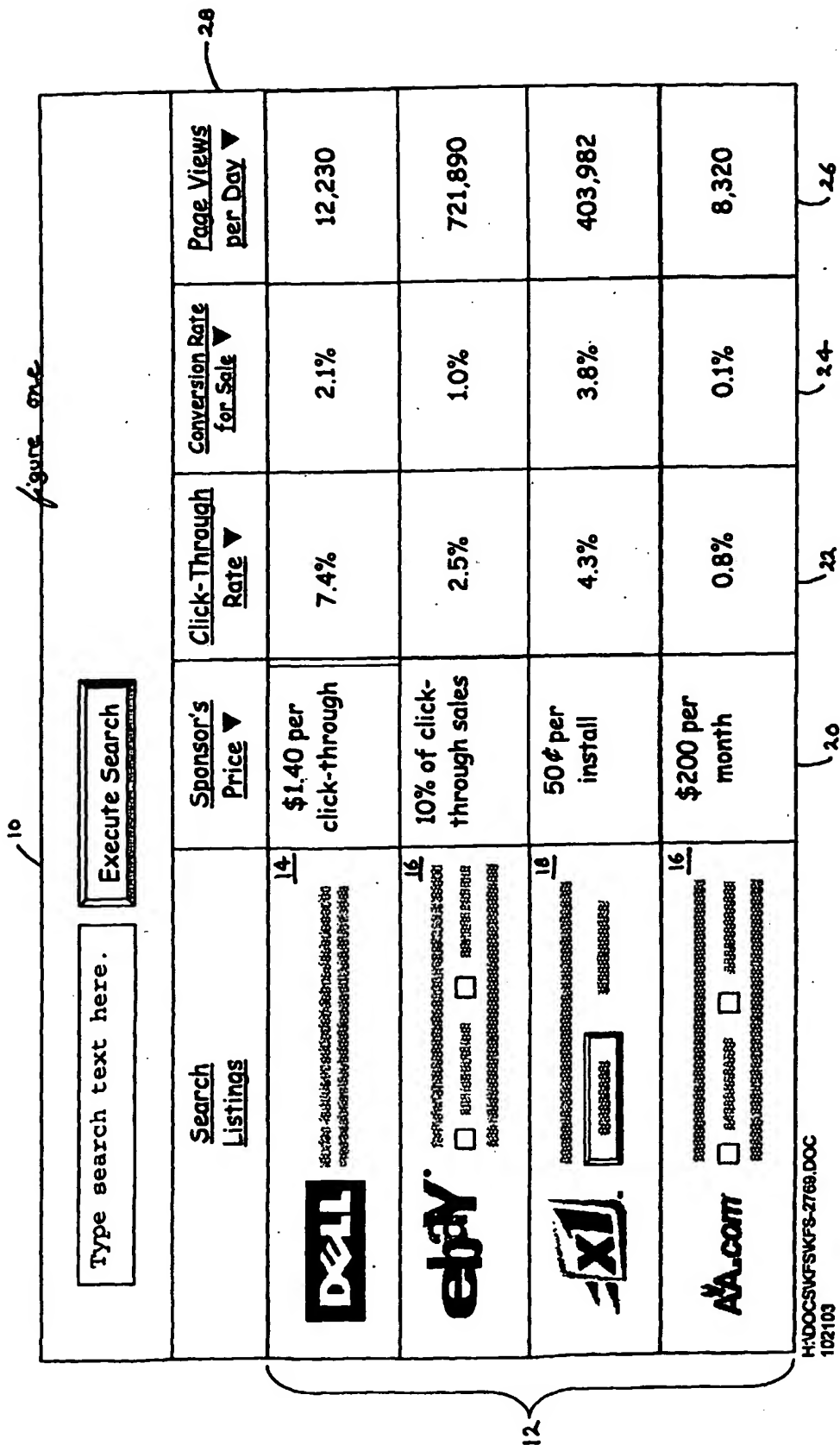


figure two

[illegible]

FIGURE THREE

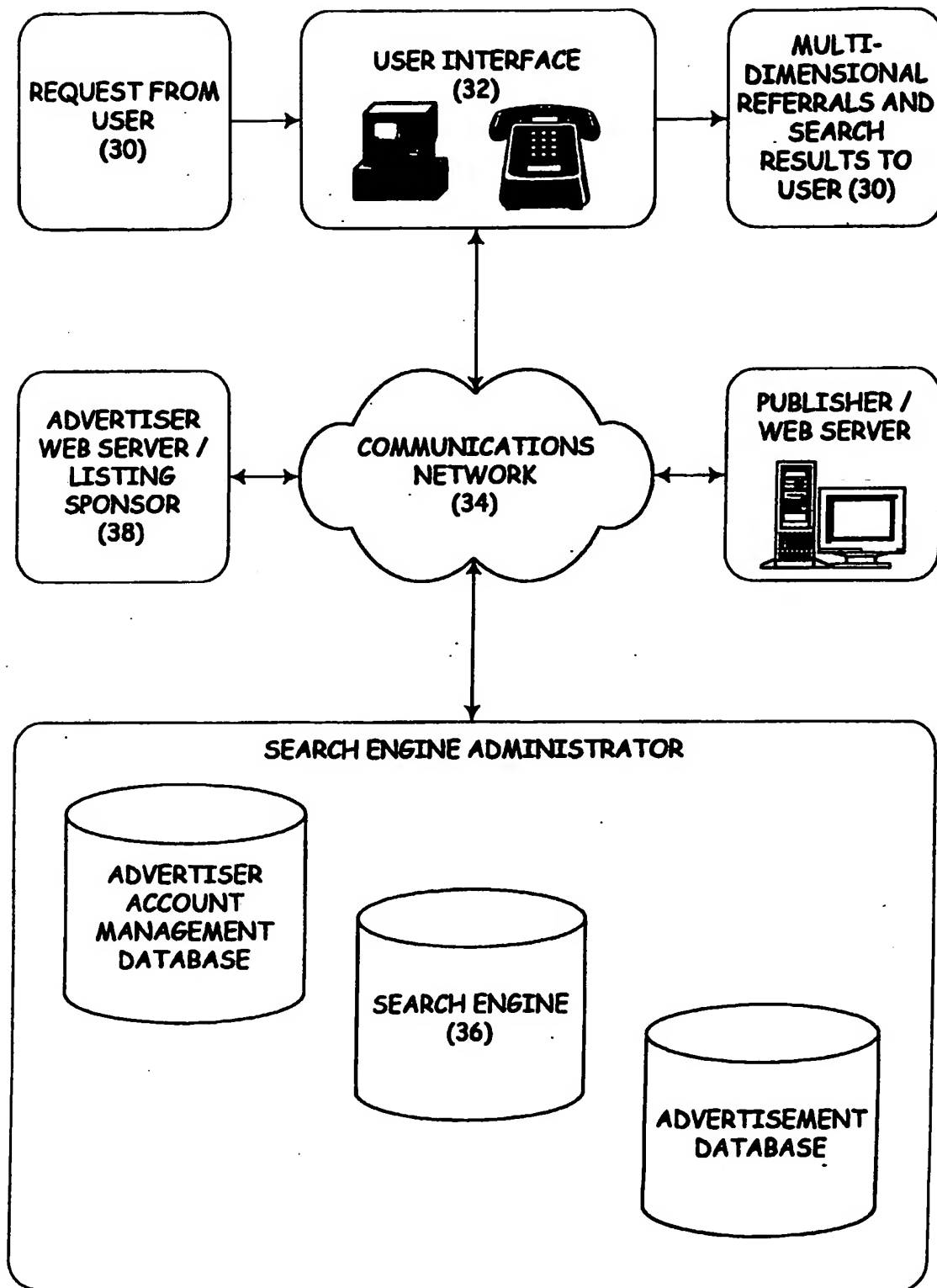


Figure
Four